

## Les Marques

# LES NULS

- L'histoire des marques
- Créer et lancer une marque
- ✓ Valoriser et protéger sa marque

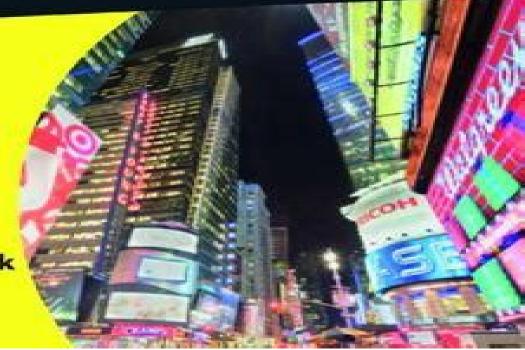
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Professeur de marketing



### **Les Marques Pour Les Nuls**

**H Kauffman** 

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